

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Confirmation No.: 4272

Bhavesh Mehta, et al.

Group Art Unit No.: 3622

Serial No.: 10/648,599

Examiner: Jeffrey D. Carlson

Filed on: August 25, 2003

For: **SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT  
ASSOCIATED WITH ELECTRONIC CONTENT DELIVERED OVER A  
NETWORK**

Via EFS-Web  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE**

Sir:

This is in response to the Decision on Appeal mailed December 19, 2007, the two-month period for which runs until February 19, 2007. Reconsideration of the patent application is respectfully requested in view of the amendments and remarks made herein.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 9 of this paper.

An **RCE** is concurrently filed herewith.